

## REMARKS

In the Final Office Action dated May 23, 2005, claims 11-14 and 38 were allowed. Claims 1-7, 9, 10, 15-18, 20, 25-28, 30, 36, 37 and 42-44 were indicated as rejected under 35 USC 103(a) as being unpatentable over Nordgren, in view of Hey (USP 4,996,642).

Applicants respectfully remain in disagreement with the Examiner's reasons for rejections. Nonetheless, in the interest of having more of the pending claims allowed, Applicants have amended claims 1-7, 9, 10, 15-16, 18, 20, 25-26, 28, 30, 36, 37 and 42-44, and added new claims 45-48. Applicants hereby explicitly reserve the right to pursue the original and previously presented claims in a continuation application.

Specifically, each of independent claims 1, 9, 10, 15, 25 and 42 has been amended to recite in substance the requirement of the selecting of the output preferences is performed through a comparison/identification process that involves at least a first and a second matching or similarity thresholds. Neither Nordgren, nor Hey, individually or in combination, suggest the recitation.

As discussed before, Nordgren merely disclosed a method for outputting recommendations for video. It merely disclosed that the main menu has buttons to the four main functions, one of which is a Recommends button. On selection, a jukebox panel is presented, through which a user can "select three favorite movies". Further, on selection of the three favorite movies, a user will be asked to further select those movies the user "really like". Then, a final list of recommendations will be presented.  
[Paragraph 6-8.]

There is no disclosure on how the final list is generated. In particular, there is no disclosure that suggests the final list is to be generated employing a process that involves "a first and a second (matching or similarity) thresholds".

Hey does not remedy the above discussed deficiency of Nordgren.

Accordingly, independent claims 1, 9, 10, 15, 25 or 42, are patentable over Nordgren and Hey combined.

Claims 2-7, 16-18, 20, 26-28, 30, 36-37 and 43-44 depend on either claim 1, 9, 10, 15, 25 or 42, incorporating their limitations correspondingly. Accordingly, for at least

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the same reasons, claims 2-7, 16-18, 20, 26-28, 30, 36-37 and 43-44 are patentable over Nordgren and Hey combined.

New claims 45-48 are patentable for at least the same reasons independent claims 1, 9 15 and 42 are patentable.

Conclusion

In view of the foregoing, claims 1-7, 9-18, 20, 25-28, 30, 36-38 and 42-48 are all in condition of allowance. Early issuance of Notice of Allowance is respectfully requested.

Please charge any fees required for this submission to deposit account 500393.

Respectfully submitted,  
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